

Fast Facts about Health Options

Growth of Health Options and Managed Care

- Health Options currently provides quality, affordable health care services to more than 350,000 Floridians.
- Health Options is the sixth fastest growing HMO in the country.
- In 1985, 84.7 percent of BCBSF's customer base was enrolled in traditional insurance. By the end of June 1994, 83 percent of our customers were enrolled in managed care.
- Health Options continues to grow because Floridians are exercising their right to choose quality health plans that are right for their business, their family and their checkbook.
- In the third quarter of 1994, Health Options' average cost increase was 2.1 percent, less than half the national medical inflation rate for that period.

Health Options and Quality

- Health Options customers are very satisfied with the quality of care they receive. In a 1994 survey:
 - 87 percent were satisfied with their doctor's medical knowledge and ability;
 - 82 percent were satisfied with their doctor's explanation of medical procedures and tests;
 - 81 percent were satisfied with the personal interest, attention and care they received from their doctor; and
 - 82 percent were satisfied with their ability to get a referral to a specialist.
- The quality of Health Options' services is seen in the growth of new customers and the renewal of current customers:
 - From June 30, 1993 to June 30, 1994, Health Options **grew by 40% in new customers.**
 - **94% of Health Options customers renewed** their health care coverage in 1994.
- All doctors and hospitals in the Health Options network must go through a rigorous credentialing process and periodic recredentialing to help maintain a high quality network.
- Health Options customers use a single care manager -- a family doctor -- to coordinate their care. The care manager ensures quality care, guards against duplicative services and coordinates a patient's prescriptions to prevent adverse drug reactions.

Health Options -- Extra Benefits for You and Your Family

As a standard part of Health Options, extra benefits are offered that are not available in many traditional, fee-for-service insurance plans.

Prenatal screening and education:

- For example, Health Options offers a prenatal screening and education program free to its customers.
 1. Through this program, mothers who may have problems delivering a healthy baby are identified and contacted by a prenatal nurse.
 2. The nurse stays in contact with the mom throughout her pregnancy, and provides her with educational materials or guidance about prenatal care.
 3. The nurse also helps arrange for any additional care the mom may need. This additional care is covered by Health Options.
- Since the program started, the number of Health Options babies being born premature has begun to decline.

Preventive Medicine and Wellness:

- Health Options also encourages its doctors to practice preventive medicine and promotes a lifestyle of wellness among their patients.
- Health experts recommend that all women between the ages of 50-74 should have an annual mammogram (a Health Options covered service). Because Health Options encourages preventive medicine, the number of women in that age group getting a mammogram increased from 55 percent to 58 percent during 1993.
 - Health Options removes another barrier to getting a mammogram since the procedure is fully covered with no deductible, unlike other types of health care coverage.
- Similarly, the number of children under two who received the American Pediatric Association's recommended full series of immunizations increased from 70 percent to 77 percent in 1993.

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